

**Abstract of the Disclosure**

A system for processing telephone orders for goods being sold in a retail system. The system includes input telephone circuitry for receiving incoming telephone calls from customers, and order processing circuitry responsive to order information supplied from the input circuitry for conducting an interactive session with a customer to fulfil a request for an item being ordered without intervention of a human operator. The interactive session involves determination whether the requested item is available at the time of customer's request, and whether it can be delivered to a point of sale selected by the customer at a time interval requested by the customer.